



Town of Arlington, Massachusetts
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Minutes 04/20/2011

Arlington Tourism and Economic Development Committee
Wednesday, April 20, 2011, 7 to 8:30 p.m.
2nd Floor Conference Room, Town Hall Annex, 730 Massachusetts Avenue

Minutes

Present: Roly Chaput, Tom Davison, Howard Winkler, Angela Olszewski, Clarissa Rowe, Sharon Shaloo, Kirsy Allison-Ampe

Not Present: Mike Ginns, Daniel Hodge, Carol Kowalski, Diane Mahon, JoAnn Robinson, Bob Bowes

1. The Meeting was called to order at 7:19 p.m.
2. The Minutes of the March 16, 2011, were approved as submitted.
3. Reports
 - Scenic Byway Initiative

A public meeting to present the final proposal for the Battle Road Scenic Byway initiative was held on March 31, 2011. Approximately 70 people attended. A formal report will now be issued, and it will be submitted for approval to (1) the four communities involved in the project, then (2) to the Commonwealth, and finally (3) to the federal government. At that point, funds can be requested and work can begin. Clarissa Rowe and Howard Winkler remain as Arlington liaisons to the project and will keep A-TED informed of progress.

- Current Town Projects

Clarissa Rowe reported that under the leadership of Carol Kowalski Arlington has been certified as a "bio-ready" community.

- Town account for the committee

Angela Olszewski reported that the process for establishing an account has been initiated. In preparation, A-TED will elect a Treasurer at an upcoming meeting.

- EDSAT

The Town Manager reports that this project will begin after the conclusion of Town Meeting.

- Notice of upcoming meetings on topics of interest to committee

On April 27th there will be an informational meeting about the new Cultural Improvement District program being launched by the Massachusetts Cultural Council. While this meeting may be of interest, the committee noted, however, that to date this initiative is not funded and that it is likely Arlington would benefit from waiting to apply to the

program until after the Battle Road Scenic Byway initiative is underway and there are state funds that might flow to communities from a CID designation.

There will be a celebration this summer of the acquisition and conservation of Elizabeth Island. Clarissa Rowe will inform the committee of details as they are made available.

4. Reports of Subcommittees and Current /Proposed Projects

- Subcommittees
- Website

Sharon Shaloo and Kirsi Allison-Ampe will build a demonstration site over the summer, and will aim to launch its first stage - primarily a cultural events calendar for the summer months - during the month of June, with other components of the site to be developed in July and August, with the goal of launching a full site by Town Day.

- Summer event

The subcommittee met at Whittemore Park to develop plans for a summer series. They considered larger initiatives (e.g., a block party on Medford St as a kick-off to the series) but all agreed that a smaller project in the first year was a more realistic course. The action items the subcommittee will focus on in the coming month are to (1) develop a budget, (2) contact businesses for support, (3) determine approval/licensing procedures, and (4) develop a calendar of series events. They are aware that they need to avoid the "Third-Thursdays" of June, July, and August, so as not to conflict with the good work of the Capitol Square businesses.

- "Pop-up" visitor centers and welcome package

Angela Olszewski will begin to work on a portable information display. The committee will pursue at a later date electronic visitor stations that might be placed in key locations throughout the town.

- Data Collection

This item was postponed.

5. Report to Town Meeting

The committee approved in overview the proposed report to Town Meeting, with the suggestion that the upcoming web site launch be announced.

6. Old Business

There was no other old business.

7. New Business

A-TED will become involved in the planning for next year's Patriot's Day celebration, and in particular will program around the arrival in Arlington of Paul Revere and William Dawes, which will become an even more significant event as the BRSB is developed.

8. Adjournment

The meeting was adjourned at 8:35 p.m.